

Army & Air Force Exchange Service Public Affairs

NEWS RELEASE

Exchange Giving Away Exclusive Military Brat Patch, Free Treats

FORT LEE – To celebrate the start of a new school year, the Fort Lee Exchange is saluting military children for their service and sacrifice with giveaways and in-store events July 28.

The Army & Air Force Exchange Service is partnering with Vanguard on a military brat patch, available for free while supplies last at the Fort Lee main store. Stripes Alterations coupons, with a value of up to \$5, will allow kids to have the patch sewn on a personal item. The patch honors the selfless spirit of war-fighters' children.

“A new school year is a perfect time to recognize the important role of military children,” said Exchange General Manager Eric Desveaux. “The Fort Lee Exchange wants to help kids see their value as they get ready to go back to school, and these patches help accomplish that.”

Kids who wear or bring their brat patch to participating Fort Lee Exchange restaurants July 28 will receive a free treat as well. Treats vary by location and may come in the form of a side, fountain drink, dessert or other item. Offer is valid July 28 only.

Also that day, students – and their parents, too – can put their best foot forward in the new school year with style tips, skincare advice and more at the Look Cool for School beauty event at 1 p.m. in the cosmetic area. Book bags will be given away (available in store only) with skincare, fragrance or cosmetic purchases of \$30 or more. Shoppers also can redeem a coupon online or in store all day on July 28 for \$5 off a \$30 skincare, fragrance or cosmetic purchase – or \$15 off a \$60 purchase with a MILITARY STAR® card.

Other back-to-school deals include:

- Specials in the Fort Lee Exchange mall on July 28 including giveaways for free haircuts at the barber shop, demos at the Stylique Salon from 10 to noon, children's eyewear specials at the optical shop and more.
- Expanded layaway through Aug. 31 to include laptops, hold computers, notebooks, tablets and iPads.
- Matching of sales tax discounts during Virginia's sales tax holiday Aug. 3 through Aug. 5, effectively doubling the tax savings. (Check Virginia's tax website for specific details on eligible items.)

“Sending kids back to class doesn't have to break the bank,” Desveaux said. “With tax-free shopping and military-exclusive pricing, the Exchange offers tremendous value for Soldiers and their families.”

The Fort Lee Exchange is at 300 A Ave. For more information on these and other back-to-school events and offers, Soldiers and their families can contact the Fort Lee Exchange at 804-861-5970 or check out ShopMyExchange/Community.

Since 1895, the Army & Air Force Exchange Service (Exchange) has gone where Soldiers, Airmen and their families go to improve the quality of their lives by providing valued goods and services at exclusive military pricing. The Exchange is the 61st-largest retailer in the United States. Its earnings provided \$2.4 billion in dividends to support military morale, welfare and recreation programs over the last 10 years. The Exchange is a non-appropriated fund entity of the Department of Defense and is directed by a Board of Directors. To find out more about the Exchange history and mission or to view recent press releases please visit our website at <http://www.shopmyexchange.com> or follow us on Twitter at <https://twitter.com/ExchangePAO>.

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Media Notes:

For more information or to schedule an interview with an Exchange representative, please contact Elizabeth Isackson at 804-862-1460 or isaksone@aafes.com.